

Amendments to the Claims: (strikethrough parts deleted and underlined parts added)

Please delete Claims 2, 11 and 14; amend Claims 1, 5, 6, 12, 13, 15, 18 and 19; and add Claims 20 – 23 without prejudice.

1. (Currently Amended) A method for a marketing service to generate and manage sales and marketing information for service members comprising:

(a) obtaining personal information of a guest;

(b) tracking ~~the~~ viewing activity of the guest considering an offer for goods and/or services;

(c) creating a neuro dynamic profile particular to each ~~guest;~~ guest, where the neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy;

(d) combining the personal information, viewing activity and neuro dynamic profile to form a contact report;

(e) storing the contact report under a contact management program file;

(f) moving ~~the~~ contact information of the contact report between service members; and

(g) using the contact information by the service members.

2. (Canceled)

3. (Original) A method as claimed in claim 1 where said storing comprises storing said viewing activity and said neuro dynamic profile as a guest file under the Contact Manager governed by the marketing service.

4. (Original) A method as claimed in claim 1 where said moving the information comprises data management provided by the Teamwork Communication System governed by the marketing service.

5. (Currently Amended) A method as claimed in claim 1 where said using the information by the service members comprises evaluation of the contact report by ~~the~~ team

members to form a guest response that is psychologically effective to encourage guest activity or sales.

6. (Currently Amended) A method for a marketing network service to generate and manage sales and marketing information for service members comprising:

(a) subscribing to a marketing network service to be a new member communicatively linked to the recruiting up-line team ~~member(s)~~; member(s), where the new member and the recruiting up-line team member(s) form a hierarchal relationship between one another within the marketing network service;

(b) training the new member through the marketing service where the training progress is tracked by the up-line team ~~member(s)~~; member(s) and where the new member is trained to utilize the marketing service and to bring a Web site user to a Web site hosted by either the new member or the up-line team member(s);

(c) bringing business to a the Web site presenting goods and/or services on the marketing network service computing platform;

(d) obtaining the personal information from the Web site user ~~browser user personal information~~;

(e) capturing the a user experience from the Web site user ~~experience~~;

(f) detecting the departure of the Web site user from the Web site;

(g) generating a contact ~~report~~; report, where the contact report comprises a neuro dynamic profile and identified interests of the Web site user;

(h) notifying the new member of a business contact by receiving a the contact report; report through e-mail, posted mail and telephone;

(i) accessing a data managing program to retrieve or input data;

(j) monitoring the contact report and activity of the new member; and

(k) using the ~~information by the service members~~; contact report by the up-line member(s) and the new member.

7. (Original) A method as claimed in claim 6 where said bringing business comprises inviting traffic based on purchased leads given or sold to said marketing network service and

inviting traffic through promotion of the Web site through, newspapers, flyers, Web advertisements and Web links.

8. (Currently Amended) A method as claimed in claim 6 where said obtaining comprises the Web site ~~browser~~ user signing a guest book with personal information.

9. (Original) A method as claimed in claim 8 where said personal information comprises the Web site user's name, e-mail address, correspondence address and telephone number.

10. (Original) A method as claimed in claim 6 where said Web site user experience comprises the length of time the user visited the site, what site pages were viewed and the length of time each page was viewed.

11. (Canceled)

12. (Currently Amended) A method as claimed in claim ~~11~~ 6 where said neuro dynamic profile and said interests are derived from said personal information and said Web site user experience.

13. (Currently Amended) A method as claimed in claim ~~11~~ 6 where said neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy.

14. (Canceled)

15. (Currently Amended) A method as claimed in claim 6 where said monitoring further comprises monitoring by the up-line team member(s) to determine the activity status of ~~the~~ a down-line member, motivate the down-line member and to determine to collaborate with the down-line member regarding a the contact report.

16. (Original) A method as claimed in claim 6 where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage sales.

17. (Original) A method as claimed in claim 6 where said using further comprises providing information to the Web site user, transacting a sale of goods and/ or services with the Web site user and accepting subscription of the Web site user to the marketing network service.

18. (Currently Amended) A method as claimed in claim 6 where said communicatively linked and said monitoring and said tracked comprises a flow of business information between the ~~down-line~~ new member and the appropriate up-line team member(s) is facilitated by the a Teamwork Communication System.

19. (Currently Amended) A method as claimed in claim 6 where said data management program is the a Contact Manager program governed by the marketing network service.

20. (New) A method as claimed in claim 6 where the up-line team member(s) and the new member comprise a pyramid hierarchal relationship.

21. (New) A method as claimed in claim 6 where the up-line team member(s) and the new member comprise a star hierarchal relationship.

22. (New) A method as claimed in claim 6 where said marketing network service follows said Web site user to any other Web site that said Web site user visits throughout the internet after said Web site user exits said Web site of said new member or said up-line team member(s).

23. (New) A method for a marketing network service to generate and manage sales and marketing information for service members comprising:

(a) subscribing to a marketing network service to be a new member communicatively linked to the recruiting up-line team member(s), wherein the new member and the recruiting up-

line team member(s) form a hierarchal relationship between one another within the marketing network service and where said communicatively linked comprises a flow of business information between the new member and the appropriate up-line team member(s) is facilitated by a Teamwork Communication System;

(b) training the new member through the marketing service where the training progress is tracked by the up-line team member(s) and where the new member is trained to utilize the marketing service and to bring a Web site user to a Web site hosted by either the new member or the up-line team member(s);

(c) bringing business to the Web site presenting goods and/or services on the marketing network service computing platform;

(d) obtaining personal information from the Web site user;

(e) tracking viewing activity of the Web site user considering an offer for goods and/or services;

(f) capturing a user experience from the Web site user, where the user experience of the Web site user comprises the length of time the user visited the site, what site pages were viewed and the length of time each page was viewed;

(g) detecting the departure of the Web site user from the Web site;

(h) generating a contact report, wherein the contact report comprises a neuro dynamic profile particular to the Web site user and where the neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy and where the personality types include aggressiveness, patience, intelligence and practicality, where the communication style includes a predilection to information presented in a visual, auditory, kinetic or analog/digital fashion, where the motivation strategy includes the Web site users tendency to move away from pain or to move toward pleasure and wherein the decision strategy includes the Web site users tendency to collect and base a decision based on reviews from others or internalize the product/service information for self-determination;

(i) notifying the new member of a business contact by receiving the contact report;

(j) accessing a data managing program to retrieve or input data, where the data managing program is comprised of a Contact Manager program governed by the marketing network service;

(k) monitoring the contact report and activity of the new member, where the monitoring further comprises monitoring by the up-line team member(s) to determine the activity status of the new member, motivate the new member and to determine to collaborate with the new member regarding the contact report; and

(l) using the information by the service members, where the service members comprise the up-line team member(s) and the new member and where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage sales and where said using further comprises providing information to the Web site user, transacting a sale of goods and/ or services with the Web site user and accepting subscription of the Web site user to the marketing network service.